

East Regional Library

EAST REGIONAL PROFILE	
Address	6301 Bridge Street
City Council District	4 – Danny Scarth
Drive-Time Trade Areas (in minutes)	10
Core Borrowers	C01, C02, F01, G02, H01, H02, K06

Summary Overview

Buxton has completed an analysis of East Regional Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, East Regional core library borrowers are diverse in demographics and interests.

Borrowers of East Regional tend to live within a drive-time of 10 minutes of the library, which is a slightly

farther reach than the average among Fort Worth Library branches. The profile segments of the library's core borrowers have been analyzed to understand usage of the library and also to compare borrowers to non-borrowers of the library within the same trade area. Profiles are ranked in order of percentage of borrowers for the library.



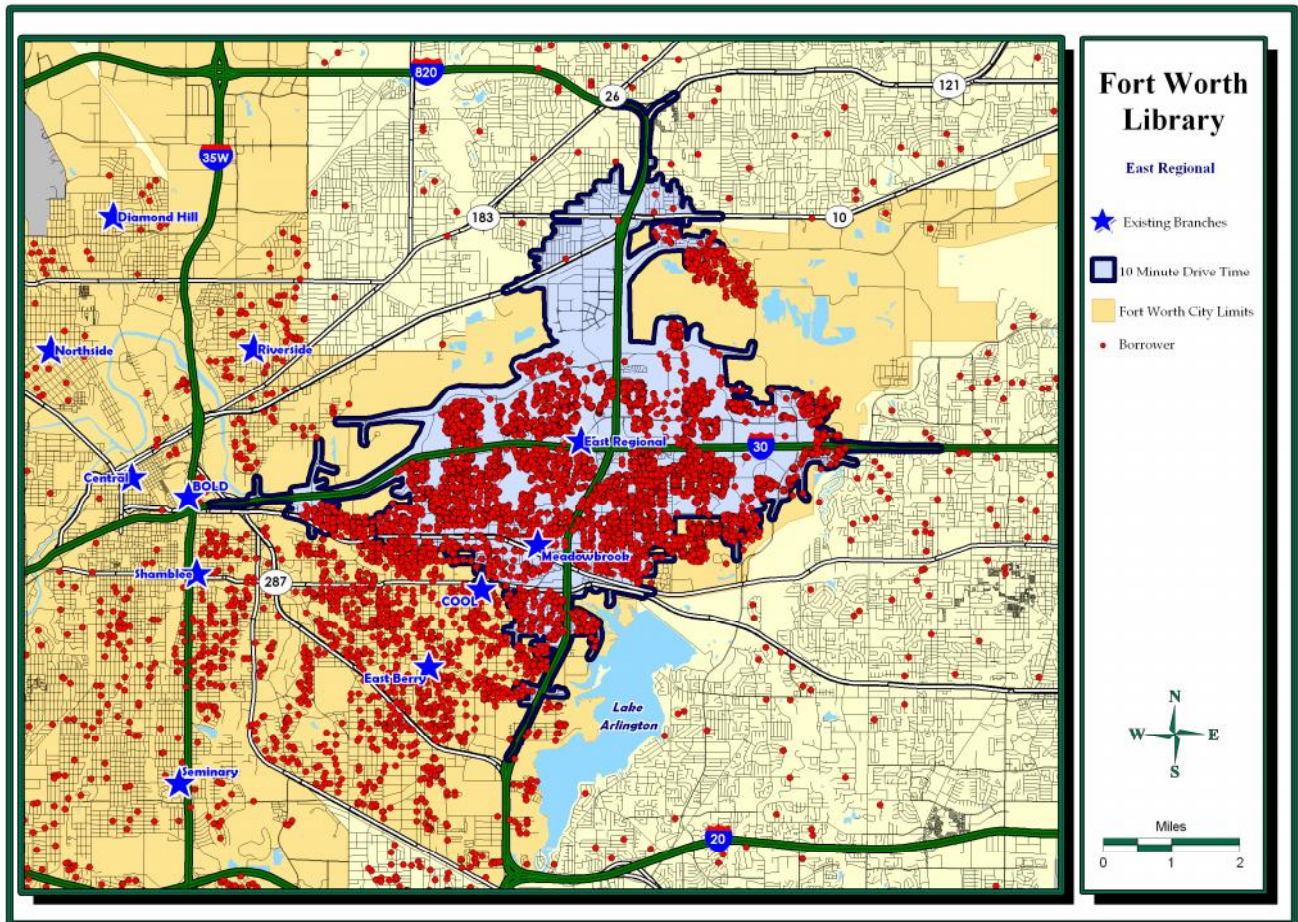
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of East Regional's borrowers live within 10 minutes drive time of the location. Mapping the residences of those borrowers shows that East Berry draws more borrowers from south of Interstate 30 than from north of Interstate 30.

Figure 1: Trade Area Map



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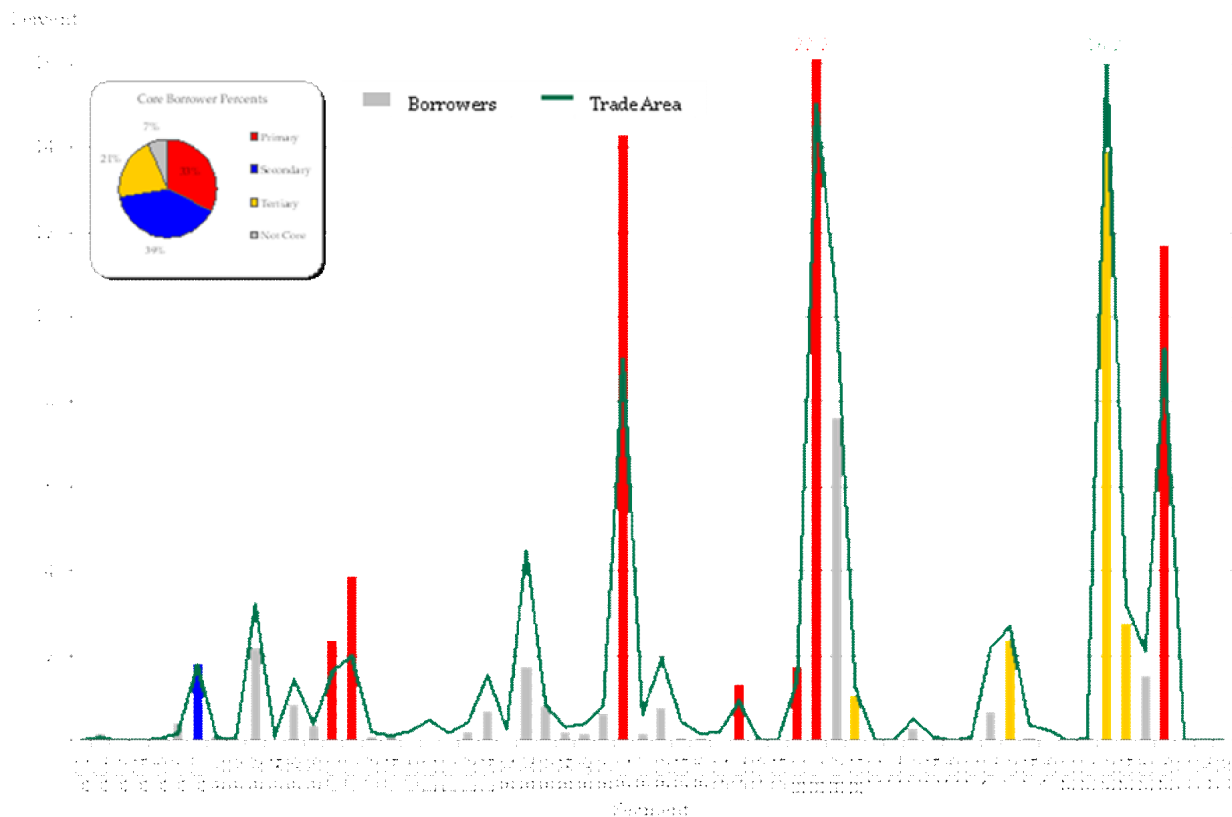
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II. Core Borrower Profile

To determine East Regional Library's active core borrower profile, the active borrowers at the library were compared to the profile of all households who have access to the library in the trade area. A segment was designated as a core borrower if it contributed to a higher percentage of the library's borrowers than would be expected based on the segment's representation in the population of the trade area. To be considered a core borrower, the segment had to account for at least 1% of the library's borrowers. The library's own checkout data contributed to the analysis of each profile segment. Descriptions of each of the core borrower segments follow.

Figure 2: The graph illustrates the full profile for East Regional's borrowers, noting the percentage of borrowers in each segment. The line represents the percent of each segment in the library's trade area. The bars represent the actual percent of active borrowers in the segment. Segment Indexes are calculated by dividing the percent of Actual Borrowers from that Segment by the percent of trade area households in that Segment. Primary borrowers (red) have a Segment Index of at least 120. They comprise a large percent of **East Regional's** borrowers and are most likely to be in the library. Secondary borrowers (blue) have a Segment Index between 100 and 120. They have good usage but are not in the library as frequently as primary borrowers. Tertiary (yellow) borrowers have a Segment Index between 80 and 100. They have some usage in the library and have a high potential for becoming more frequent borrowers in the library. Non-borrowers (gray) are borrower segments that are using the library at a lower than expected rate. They have a Segment Index below 80. More information about non-borrowers is in Section VI.

Core Borrowers: East Regional Library



III. Primary Borrower Descriptions

H02: Minority Metro Communities Profile

Overall Branch Actual Borrowers: 22.22%

Percentage of Households in the Trade Area: 15.02%

H02s comprise 22.22% of the overall borrowers at East Regional compared to 15.02% to households in the trade area. H02 borrowers reflect the nation's growing African-American middle class, with high educational achievement and above average incomes. There are more single-parent households than married couple families. The unemployment rate is high, and for many, their middle-class status is a precarious achievement. These borrowers have a strong interest in youth oriented toys, with high rates for purchasing dolls, video games and educational toys. They are willing to splurge on consumer electronics, and are a strong market for ethnic media. Although not big online users, they do use the Internet to search for jobs, download music, and play games.

H02s are Primary borrowers of Bestsellers, Adult Fiction, and Books on CD. They also have high use of the library's PCs and Remote services. They also use Children's Fiction and Non-Fiction, Adult Non-Fiction, Teen Materials, Music CDs and DVDs.

F01: Steadfast Conservatives Profile

Overall Branch Actual Borrowers: 14.31%

Percentage of Households in the Trade Area: 9.00%

F01 accounts for 14.31% of the borrowers at East Regional compared to 9% of households in the trade area. These mature singles and couples check out Bestsellers, Adult Fiction/Non-Fiction, and Books on CD's at a higher percentage than any other profile segment.

Many of these households have begun to empty-nest. A large percentage of households are couples and singles age 65 years or older. They earn middle-class incomes, and own older homes and multiple cars and trucks at a higher rate than average. Households in F01 are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscast s on network TV. They consider television as a primary source of entertainment in their lives and enjoy reading magazines. These households are relatively unenthusiastic about the Internet, although they do visit chat and sports sites. F01s are Primary borrowers of Bestsellers, Adult fiction and Non-fiction, Children's Fiction, Books on CD, Music CDs, and DVDs. They are also heavy users of and Remote Services and Library PCs. They are Secondary borrowers of Picture Books & Easy Readers, Children's Non-Fiction, Teen materials, and Juvenile DVD s.

K06: Getting By Profile

Overall Branch Actual Borrowers: 11.71%

Percentage of Households in the Trade Area: 9.23%

K06 borrowers comprise 11.71% of the borrowers at East Regional compared to 9.23% households in the trade area. These households tend to be young single and single-parent African-American households that are faced with economic challenges. With less than half of residents in the workforce,

few own their own homes or possess a car. Therefore residents rely on walking, carpooling and/or public transportation. **Most leisure activities are home-based. Nights out usually involve a movie, church social, or civic club. Young people enjoy playing sports such as baseball, basketball, and football. This segment shows high rates for a variety of media. Their TV is probably on all day, and they tend to subscribe to premium cable channels. Residents are fans of mainstream and ethnic - targeted magazines, and tend to listen to gospel, R&B, and urban contemporary music on the radio. They have limited access to the Internet, but when they do go online it's to surf for sports scores, job and medical information, and to download music and stream videos.** K06 borrowers tend to check out Music CDs and DVDs, and Children's DVDs. They have secondary and tertiary interests in Teen Materials, Children's Fiction, Adult Non-Fiction materials, and in using the library's PCs and Remote services.

C02: Prime Middle America Profile

Overall Branch Actual Borrowers: 3.90%

Percentage of Households in the Trade Area: 2.00

C02 borrowers account for 3.9% of the borrowers at East Regional compared to 2% of households in the trade area. These upper-middle-class households are a mixture of couples and families, younger than average, with dual-incomes. C02s have a family-centered lifestyle and enjoy indoor leisure activities such as cards and board games, as well as outdoor pursuits such as fishing, biking, and swimming. Many are do-it-yourselfers who frequent home repair big-box stores. They enjoy a variety of media including television, cable, radio, and magazines. They use the Internet for entertainment, games, banking, and online auctions. Households in this segment are primary borrowers of Picture Books & Easy Readers. They are secondary borrowers of Children's Fiction and Children's Non-Fiction, Teen materials, and Books on CDs. They are Tertiary borrowers of Bestsellers, Adult Fiction, and Juvenile DVDs.

C01: Second City Homebodies Profile

Overall Branch Actual Borrowers: 2.38%

Percentage of Households in the Trade Area: 1.64%

C01 borrowers account for 2.38% of the borrowers at East Regional compared to 1.64% of households in the trade area. C01 households consist of middle-aged couples and families. Most households are well-educated. Many have achieved well-paying, white-collar jobs. Mature and financially secure members of C01 like to relax at home but also enjoy museums, performances, traveling abroad, and outdoor activities such as camping, golf, and tennis. They tend to be early adopters of new technologies. C01s are eclectic media consumers, demonstrating above-average rates for reading newspapers, watching TV, listening to the radio and going online. Their intellectual interests are wide-ranging as seen in their fondness for newspaper sections that cover science, travel and entertainment. They like to go online to keep up with the latest news and trends in fashion and technology. C01s are Primary borrowers of Picture Books & Easy Readers, Children's Fiction, Bestsellers, Adult Fiction, Adult Non-Fiction, Teen materials, Books on CD, and Juvenile DVDs. They are heavy users of library PCs and the library's Remote Services. They are Secondary borrowers of Children's Non-Fiction, Music CDs, and DVDs.

H01: Young Cosmopolitans Profile**Overall Branch Actual Borrowers: 1.76%****Percentage of Households in the Trade Area: 1.44%**

H01 borrowers account for 1.76% of the borrowers at East Regional compared to 1.44% of households in the trade area. H01 is a collection of households where many adults are under 35 years old and single. These borrowers enjoy busy active lifestyles. Those lifestyles include staying fit, dining out and participating in active night-life. **Nearly half hold college degrees, and they are twice as likely as average Americans to have graduate degrees. They hold fast-track jobs in finance, information services and the arts. If they're married, both spouses work. They travel frequently for business and pleasure, and are big purchasers of all kinds of tech gear.**

H01 residents are often too busy to stay at home to watch TV or read a magazine. Increasingly, they are spending their free time online, going to news and travel sites and checking out social networking forums. H01s are Primary borrowers of Bestsellers, Adult Fiction, Adult Non-Fiction, and Books on CD, and heavy users of library PCs and Remote Services. They are Secondary borrowers of Music CDs.

G02: Rural Southern Living Profile**Overall Branch Actual Borrowers: 1.31%****Percentage of Households in the Trade Area : 0.93%**

G02's comprise 1.31% of the borrowers at East Regional compared to 0.93% of households in the trade area. G02 borrowers represent rural households of young couples and families with lower-middle class lifestyles. According to data, these borrowers have modest incomes but they stretch their dollar for budgeting purposes. G02s' leisure time is dominated by outdoor pursuits and visits to aquariums, fairs, and beaches. G02s enjoy a wide range of network TV and cable programming, country music and magazines related to hunting and families. Their Internet use is below the national average. When they do go online, it's frequently to shop at ebay or walmart.com, check phone numbers, explore nascar.com, and look for medical information.

G02 is a very small segment of the population, and therefore comprised very small percentages of overall check outs. Analysis noted no clear preferences for the segment. The profile of the segment suggests that to attract G02 borrowers, a branch could include magazines, materials that relate to travel, and cable, television, and radio. This segment is approaching significant use of PCs in branches and checkouts of Audio books.

IV. Secondary & Tertiary Borrower Descriptions

In addition to the Primary Borrower segments noted above, there are also several household segments that use the East Regional library less frequently, but still comprise a significant portion of the library's borrowers. Those segments are classified as Secondary and Tertiary Borrowers.

Secondary borrowers have good usage but are not in the library as frequently as primary borrowers. They include the following segments:

- **A07: New Suburbia Families - Branch Actual Borrower: 1.82%**
Percentage of Households in the Trade Area: 1.80%
 Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities.

Lastly, Tertiary (yellow) borrowers have some usage in the library but represent the population with a large opportunity for growth to become more frequent borrowers in the library.

- **K03: African-American Neighborhoods - Branch Actual Borrower: 13.90%**
Percentage of Households in the Trade Area: 16.21%
 Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments.
- **K04: Urban Diversity - Branch Actual Borrower: 2.78%**
Percentage of Households in the Trade Area: 3.18%
 Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings.
- **J03: Struggling City Centers - Branch Actual Borrower: 2.38%**
Percentage of Households in the Trade Area: 2.69%
 Young, single and single-parent minority renters living in very low-income city neighborhoods.
- **H04: Aspiring Hispania - Branch Actual Borrower: 1.07%**
Percentage of Households in the Trade Area: 1.26%
 Young, married and single Hispanic households earning lower-middle-class incomes and living in urban gateway communities.

V. Core Borrower Habits

The table below identifies Primary Borrower habits at East Regional. The categories are listed in descending order based on the most frequently used materials and services.

	Segment	C01	C02	F01	G02	H01	H02	K06	Percentage of core East Regional borrowers with a propensity to use the category
Category									
Children's Non-Fiction		✓	✓	✓			✓	✓	54.5%
Teen		✓	✓	✓			✓	✓	54.5%
PC Logins		✓		✓		✓	✓	✓	52.3%
Adult Non-Fiction		✓		✓		✓	✓	✓	52.3%
Remote Users		✓		✓		✓	✓	✓	52.3%
Music CD's		✓		✓		✓	✓	✓	52.3%
DVD		✓		✓		✓	✓	✓	52.3%
Books on CD		✓	✓	✓		✓	✓		44.5%
Children's Fiction		✓	✓	✓		✓	✓		44.5%
Adult Fiction		✓	✓	✓		✓	✓		44.5%
Bestsellers		✓	✓	✓		✓	✓		44.5%
Juvenile DVD		✓		✓				✓	28.4%
Picture Books/Easy Readers		✓	✓	✓		✓			22.3%
Spanish Materials				✓					14.3%

VI. Borrowers Versus Non-Borrowers

According to research data, there are some segments in the East Regional library's trade area that are not using the library at the rate that was expected based on their representation in the population. These households have hobbies, lifestyles, and interests that are different from those that are frequent borrowers of the library. The various differences include economic lifestyles as well as other entertainment and hobby interests. Additionally, while these segments are not frequent borrowers of the East Regional Library, many are high borrowers at other libraries in the Fort Worth Library system.

Library Non-Borrower Profiles

The segments below represent a significant portion of library borrowers that are under-represented at East Regional when compared to the overall population of library borrowers.

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 4.49%

E02 borrowers are young Hispanic singles, families and single parents living in urban areas. Data indicates that these households are working-class members with low-key lifestyles who are extremely family-oriented. For hobbies and enjoyment, these families play team sports, entertain friends, and enjoy traditional media. E02 households have a high interest in Hispanic/Spanish magazines, media, and television. The data suggests these types of materials could attract more E02 borrowers to the library. E02 borrowers are primary borrowers at Meadowbrook Library.

B03: Urban Commuter Families Profile

Percentage of Households in the Trade Area: 3.23%

This population represents families and empty-nest couples who are a part of the Baby Boom generation. They tend to enjoy low-impact activities such as gardening and antiques, and spend time and money on home improvement. B03 borrowers have a limited interest in the latest electronics and technology but are fans of old-fashioned media. They subscribe in high rate to newspapers and have a general interest in magazines. Radio, music, and television are also of interest to these borrowers.

B03s are primary borrowers of Picture Books & Easy Readers, Children's Fiction/Non-fiction, Bestsellers, Adult Fiction/Non-Fiction, Books on CD, and Music CDs. They are also heavy users of the library's PCs and Remote Services.

Figure 3: Borrower versus General Trade Area Interests

Based on nationalized lifestyle, hobbies & interests survey data from households representing all borrower segments in this analysis, tendencies to participate in certain activities and show specific interests were found. These tendencies are represented by indices which are calibrated around a score of 100. A score of 100 indicates that the group is no more and no less likely than the average household to engage in the activity or have the interest. A score above 100 indicates an above average interest or tendency to engage in the activity. A score below 100 indicates a below average interest or tendency to engage in the activity.

We isolated the largest differences between library borrowers and the general trade area population (i.e., including library non-borrowers). Items showing the largest differences between the library borrower and the general population including library non-borrowers are reported here.

Characteristic	Borrower	Trade Area
Watched Ultrachamos (Univision) Once A Week Program With Full Attention*	102	159
Watched Plaza Sesamo (Telefutura) Once A Week Program With Full Attention*	80	136
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	65	120
Within Last 6 Months Read/Looked into FAMA*	65	114
Country Most Identified With is Honduras*	132	179
Read Mens on the Net*	68	112
Country Most Identified With is Costa Rica*	35	79
Visited Telemundo.com Spanish Website During Last 30 Days*	96	138
Within Last 6 Months Read/Looked Into Newsweek in Espanol*	77	119
Spanish Language Newspaper (Weekday and Sunday) TV	69	109
Read Weekly Publication on the Net*	62	101
Country Most Identified With is Brazil*	45	84
Read Bi-Weekly Publication on the Net*	58	96
Within Last 6 Months Read/Looked Into PEOPLE En Espanol*	68	105
Notary Public Prepared Personal Taxes in Last 12 Months	67	103
Read Entertainment on the Net*	73	108
Listen to Univision Radio SLS (KATZ Hispanic) On Radio Mon -Sun Total (24 Hours)	67	102
Listen to Univision Radio Mon-Sun Total (24 Hours)	65	99
Visited espanolyahoo.com Spanish Website During Last 30 Days *	81	114
Hispanic Household	72	104
Country Most Identified With is Paraguay *	70	40
Country Most Identified With is Nicaragua *	48	76

Index scores produced from Mosaic®/Simmons Profiles. Data Source: Experian, Experian Simmons .

*Data compiled from Hispanic Household respondents only .

VII. Branch Score Sheet and Details

Figure 4: East Regional Score Sheet



Fort Worth Library Score Sheet

Branch: EAST REGIONAL
Address: 6301 BRIDGE ST
City, State: FORT WORTH, TX
DMA: Dallas-Ft. Worth
BUDS: Suburban (3)

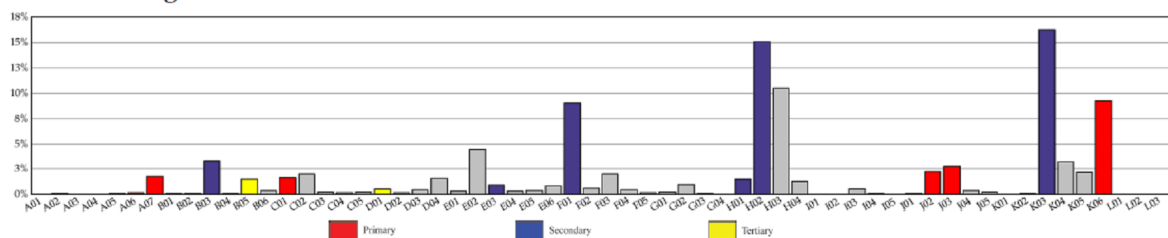
Score: 94

Date Scored: 12/22/2009
Total SQFT: 24,000
Trade Area (Minutes): 10

Profile Indices	Average	Site
Active Borrower	100	99
Adult Fiction	100	94
Adult Non-Fiction	100	96
Best Sellers	100	89
Books on CD	100	87
Children's Fiction	100	83
Children's Non-Fiction	100	84
Door Counts	100	99
DVD	100	97
Juvenile DVD	100	88
Music CDs	100	97
PC Logins	100	105
Picture Books / Easy Readers	100	81
Reference	100	84
Remote Users	100	98
Spanish Materials	100	62
Teen	100	88

Demographics	Average	Site
Households	30,450	25,813
Active Borrowers	11,386	10,903
Active Borrower Penetration Percent	41.6	42.2
Five Year Population Growth Percent	5.0	6.0
Percent HH with Children	40.5	32.9
Percent Asian	3.1	3.4
Percent Black	25.1	37.1
Percent Hispanic	39.8	21.2
Median HH Income	\$41,401	\$44,065

Trade Area Segmentation Profile



Understanding the Score Sheet

Each library location has been scored on a variety of measures called Profile Indices, noting how well the residents in the area around the library match specific profiles for borrowing or using types of materials or services. These tendencies are represented by indices which are calibrated around a score of 100 which represents the average current Fort Worth Library location.

A score of 100 indicates that the library trade area is no more and no less likely than average to have residents in the trade area matching the profile for the type of material or service. A score above 100 indicates an above average interest or tendency to engage in the activity. A score below 100 indicates a below average interest or tendency to engage in the activity. These scores are intended as a guide for the types of materials and services that would likely be most utilized by borrowers at this library.

Other measures on the report are described below:

- **Score** – The score is based on the how closely the residents in the trade area around the library match the profile of active borrowers in the Fort Worth Library system, the concentration of active borrower households in the trade area, the total number of households in the trade area, and the projected population growth rates over the next 5 years.
- **Trade Area** – The trade area indicates the drive-time distance used for profile scoring and demographic statistics. For existing locations, this is determined by data of where the library's borrowers live. The average Fort Worth drive time of 8 minutes was used to define the trade area for potential or future locations.
- **Profile Indices Average** – These statistics note the average variable values of the existing Fort Worth Library system, plus Northwest.
- **Profile Indices Site Value** – These statistics note the actual variable value for the location's trade area. This value is computed based on each lifestyle segment's general propensity to use the material or service and weighted based on each segment's representation in the branch's trade area. A particular Profile Index should be compared across libraries, not with that library's other Profile Indices.
- **Demographics Average** – These statistics note the average number (count or percentage) for the entire Fort Worth Library system.
- **Demographics Site** – These statistics show the actual count or percentage within the library's trade area.
- **Active Borrower Penetration Percent** – This number shows the percentage of households in the trade area that are active borrowers.

- Trade Area Segmentation Profile – This profile displays the household composition for the designated drive time for the site. Based on the profile for overall active borrowers across all Fort Worth Library locations, Primary Core Borrowers are red, Secondary Core Borrowers blue, and Tertiary Core Borrowers yellow.